



1STRESOURCE
ESSENTIAL MARKET INTELLIGENCE

WHAT MOTIVATES YOUR MEMBERS — AND WHY?



1st Resource has a proven methodology to help you measure, assess, and understand the critical drivers of satisfaction, engagement, and retention that keep the heart of your organization beating.

MEMBERS ARE THE LIFEBLOOD OF YOUR ORGANIZATION.

As a result, you constantly strive to offer the benefits that resonate. This shows up in satisfaction measures, levels of engagement, membership growth, and retention. But how do you know if you are measuring and analyzing the right things in the right way?

Member surveys can be a powerful tool for reflecting the actual value you deliver. Measuring member satisfaction and engagement is critical to assessing the performance of the organization - not simply a box to be checked. Getting it right and analyzing the results isn't as easy as it looks. It's a subtle art, married to a disciplined science, requiring careful thought and planning.

ACCESS TO YOUR MEMBERS IS YOUR GREATEST ASSET — DON'T TAKE IT FOR GRANTED.

When you over-survey members about every tactical issue that arises, you contribute to the "survey fatigue" that dampens response over time. By focusing on the more strategic questions that lead to engagement and growth, you deliver on your value promise to members and stakeholders.

”

Marilee Yorchak,
Fmr. Executive
Director, Colorado
Business Marketing
Association

“1st Resource not only asked our members the right questions, they challenged our leadership as well. The results gave the Board ample material to deepen our discussion at our Board retreat.”

SURVEY DESIGN AND ANALYSIS – MORE THAN MEETS THE EYE.

There's a lot more than meets the eye in designing an effective member satisfaction survey. It's important to measure what truly motivates, and to statistically analyze those answers according to your member segments. The 1st Resource method helps you:



Elicit Actionable Insights - 1st Resource will work with your leadership team to understand your strategic objectives and specific concerns to tailor your membership survey to elicit meaningful and actionable insights to inform your strategic plans.



Gauge Members' Actual Experience - To measure the value members place upon organizational offerings (programs, conferences, publications, etc.), it's critical to assess members' actual experience and perceptions, rather than what they may have heard from other members.



Engage Members Positively - Members want to give their input on key issues that they know will make a difference. 1st Resource knows how to craft surveys that are effective, relevant, and user-friendly.

For two decades, 1st Resource has supported Associations with their member insight needs.



FOR MORE INFORMATION ON HOW YOU CAN GAIN VITAL MEMBER INSIGHTS, VISIT:



1ST-RESOURCE.COM



303.750.1950



INFO@1ST-RESOURCE.COM